



Local Lines

Shrewsbury Electric and Cable Operations
508-841-8500

What's
Happening at
SELCO
Sept, 2006

SELCO Resumes Regular Business Hours

Beginning Sept. 11th our office will be open from 7:30 am to 5 pm Monday through Friday.

Employee Spotlight: Gene Duhamel

Gene Duhamel has been with SELCO for 7 years as a PVR, HDTV and HD/PVR installer.

Gene's vast knowledge of the different models and types of HDTVs allows him to help customers better understand how their HDTV functions.

Energy Star Rebates

SELCO is offering rebates on the following Energy Star rated appliances:

- Clothes Washer (\$50)
- Refrigerator (\$50)
- Dishwasher (\$50)
- Room Air Conditioner (\$25)

The Shrewsbury Water Conservation Project is offering an additional \$50 rebate on all Energy Star dishwashers and select Energy Star clothes washers.



Rebates are available for Shrewsbury residents ONLY. Qualified appliances must be purchased by Dec. 31, 2006.

Download rebate forms online at www.shrewsbury-ma.gov/rebates

Expanded Basic Cable Rate Increase

SELCO (Shrewsbury Electric and Cable Operations) will be increasing Expanded Basic Cable rates for the first time in three years. Our residential Expanded Basic Cable subscription rate will rise from \$30.55 per month to \$33.55 per month, an increase of \$3.00. Senior citizens will still enjoy a 25% discount on Expanded Basic service. Their monthly rate will increase from \$22.91 to \$25.16.

SELCO's new Expanded Basic Cable rate of \$33.55 per month is 42% lower than the \$57.59 per month customers pay for Expanded Basic service to cable providers serving neighboring communities.

SELCO is increasing the price due to higher costs to provide Expanded Basic service. Since 2003, SELCO's monthly signal costs have gone up \$5.02 per Expanded Basic subscriber. Rather than pass on the entire increase to our customers, we have decided to absorb some of these costs. This action is in line with SELCO's philosophy of "providing the best possible service at the least possible cost."

The new rate will go into effect with the October 1, 2006 billing.

SELCO will be adding the *Lifetime Movies* channel to Expanded Basic Cable on channel 75, and *Oxygen Network* to Digital Cable channel 206 in early September.

Monthly Expanded Basic
Cable Rate Comparison
(As of Oct. 1, 2006)



What is SELCO's Peaking Plant?

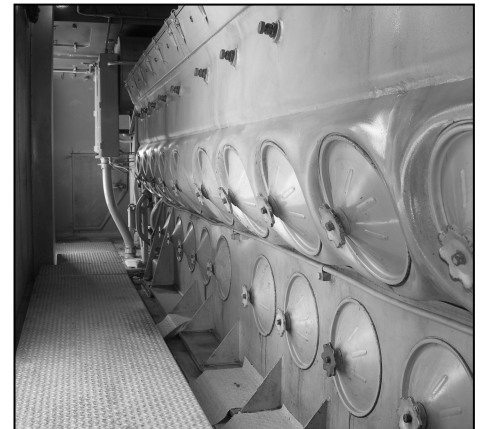
SELCO's Peaking Plant, located behind Home Depot on Route 9, is a diesel powered generation plant that allows SELCO to produce its own electricity during times of high energy costs or peak energy use.

The Peaking Plant, built in 1969 with upgrades in 1975 and 1978, is powered by five diesel locomotive engines that can generate up to 13 Megawatts of electricity, or enough energy to power approximately 21% of Shrewsbury households. The plant takes 15 to 30 minutes to bring online, depending on the time of day and other variables.

When new electric peaks are reached due to extreme weather conditions and increased electric use by our customers, SELCO has to provide more electricity than we have contracted for. That additional power has to be purchased on the spot market at the going rate.

During the heat wave of August 1st and 2nd, SELCO generated approximately 162,000 kWh of electricity at the Peaking Plant, helping to cut down on the amount of energy we had to purchase on the market. During the peak times, energy was selling for an average of \$.526/kWh on the spot market, but we were able to generate our own electricity at \$.182/kWh, a savings of \$.344 for every kWh we produced. That's an approximate savings of \$55,000 over two days.

The Peaking Plant is just one of the many ways SELCO helps mitigate the rising cost of energy.



20th Annual Public Power Week

Public Power Week is October 1-7, 2006. To help celebrate the benefits of being a municipally-owned electric company, SELCO will be hosting a booth at the Spirit of Shrewsbury Fall Festival Oak Street Expo at Oak Middle School on Saturday, September 30 from 10 am to 4 pm.

Our booth will feature a moonwalk and gift bags for the kids, a free raffle for Shrewsbury residents of all ages, special giveaways, and information on our electric, cable and Internet services.

We will also be offering energy saving light bulbs for sale at the Expo. These compact fluorescent bulbs use just 25W of electricity while producing as much light as a traditional 100W bulb. SELCO customers can purchase long-life, energy efficient light bulbs from SELCO for \$1.00 each at the Expo.



WB & UPN Merge to Form CW Network

Warner Brothers and CBS have announced the merger of **The WB** and **UPN** networks. WB56 (Basic Ch. 13 & HD Ch. 292) and UPN38 (Basic Ch. 6 & HD Ch. 289) will go off the air on September 20, 2006.



On that date the **CW Television Network** will be born. **The CW**, as it will commonly be referred to, will replace **WB56** on SELCO Ch. 13 and HD Ch. 292.

The CW will air a combination of shows from both UPN and The WB including *Everybody Hates Chris*, *America's Next Top Model*, *Veronica Mars*, *Gilmore Girls*, *Smallville*, *Girlfriends*, WWE's *Friday Night Smackdown*, and more. Visit www.cwtv.com for a complete lineup of shows.

UPN38 will be replaced by TV38, an independent channel branded as "Boston's Entertainment Station."

Frequently Asked Questions

Q. Which SELCO cable customers need a set-top converter box and why?

A. *Most Basic and Expanded Basic customers don't need a set-top converter box. The majority of television sets produced in the past 10 years are "cable-ready." That means no converter box is needed when hooking up to analog (basic or expanded basic) cable. Customers with a cable-ready television can plug the cable line directly into the back of their television set. Older televisions that are not cable-ready will require a set-top analog converter box to receive Basic and Expanded Basic cable from SELCO.*

Customers should be aware that all televisions, even the cable-ready ones, require a set-top box to receive SELCO Digital Cable. All PVR, HDTV and HDTV/PVR customers will also need a set-top converter box to receive programming.

Q. I moved within the Town of Shrewsbury, but my SELCO account number changed, why?

A. *SELCO's account numbers are tied to the street address, not the customer name. When a resident moves within the Town of Shrewsbury they are assigned a new account number. It is especially important for SELCO customers who have moved to remember to reference their NEW account number when paying bills.*

Banks often print the account number right on the check when issuing online payments for their customers. If you have established automatic online payments with your bank, please remember to change the SELCO account number they are referencing when paying your bills.



Maximum College Football

Regular Season Just \$129

Call 508-841-8500 to Order!

Why Upgrade to SELCO Digital Cable? For Just \$11.95/mo* you get:

**40 Digital Chs. - 46 Music Choice Chs.
10 Standard VOD Chs. - Pay-Per-View**

* Expanded Basic Cable Required. Digital customers can also subscribe to eight different premium packages offering a total of 44 premium digital channels and 6 premium VOD channels!

Shrewsbury Electric and Cable Operations
100 Maple Avenue – Shrewsbury, MA 01545 – 508-841-8500
Office Hours: 7:30 a.m. to 5:00 p.m. M-F